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# UNIT 2: THE SOCIAL WEB

It7240 - July 11, 2009



# Agenda

- \* Social Activity - Coffee and Bagels
- \* Ning - Social Network Build
- \* Twitter
- \* Emodo
- \* Social Media Evaluation



# Ning

- \* Ning Overview - Searching
- \* Ning Social Network Build
- \* Create your home page
- \* Set up your personal page and create a blog entry  
(start blogging at least twice per week)

# Twitter

- \* Powerful platform for resource sharing, community building and connection
- \* Based on a gift-giving economy
  - \* ...you give
  - \* ...you receive
  - \* ...you learn (Karmic learning)



# Twitter Tips to Get Started

## \* Just do it

- \* Go on. Sign up. And use your real name. Don't hide behind something cute like bugsybean. People want to connect with actual people.
- \* Post a picture. If you've just got the default Twitter logo, you don't seem committed. That, and people want to know what you look like. They just do.
- \* Don't lock your profile, unless you've got something to hide or have some real valid reason. Keep your profile unlocked so people can consider whether to follow you or not.

## \* Follow with Care

- \* Don't just jump on the celebrity bandwagon (though that can be mighty fun to start with), but instead follow people in your area of focus. Find a couple of people who you know and respect that are already on Twitter. Follow them. See who they're following.
- \* Do a Twitter search on a keyword. Try it. Go to [search.twitter.com](http://search.twitter.com) and type in elearning or pickles or moodle. See if anyone's saying anything interesting. That one is? Click on her name. Is she tweeting a lot of interesting stuff? Follow her. (Advanced tip: type in your company name and then subscribe to the RSS feed so you can closely monitor your brand. Whoa.)
- \* Don't get your feelings hurt if people don't follow you back, but chance are most people will follow you back when they see that you're adding something of value.



# Twitter Tips to Get Started

## \* Start tweeting

- \* Reading an interesting article? Tweet it. Have a topical question? Ask it. See a question that you know the answer to? Answer it.
- \* Minimize the number of tweets you post about lunch or that hang nail you've got or your hangover. This might be interesting to your followers once they get to know you, but hold off at first.

## \* Get real

- \* If you're actually a robot it's OK to sound like one. Otherwise, sound like a person. Inject your tone into your Tweets. I've said it before, but it bears repeating: people want to connect with and follow actual people. Feel free to make jokes, although don't feel like you have to constantly be whinging around witty zingers. This can be exhausting and may cause huge productivity losses at work.

## \* Stick with it

- \* Don't sign up, tweet a couple of times and then walk off saying, "I just don't get it." Most of us probably said, "I don't get it". Stick with it. After a few weeks, once you've found your groove, you just might start to see that Twitter magic. If you're not seeing the magic after a good solid trial, then OK, cut your losses and move on. Just remember, it takes 30 days to form a habit.

# Stupid Twitter Tricks

- \* @username + message
  - \* directs a twitter at another person, and causes your twitter to save in their "replies" tab.
  - \* Example: @meangrape I love that song too!
- \* D username + message
  - \* sends a person a private message that goes to their device, and saves in their web archive.
  - \* Example: d krissy want to pick a Jamba Juice for me while you're there?
- \* WHOIS username
  - \* retrieves the profile information for any public user on Twitter.
  - \* Example: whois jack
- \* GET username
  - \* retrieves the latest Twitter update posted by the person.
  - \* Example: get goldman



# More Stupid Twitter Tricks

- \* NUDGE username
  - \* reminds a friend to update by asking what they're doing on your behalf.
  - \* Example: nudge biz
- \* FAV username
  - \* marks a person's last twitter as a favorite. (hint: reply to any update with FAV to mark it as a favorite if you're receiving it in real time)
  - \* Example: fav al3x
- \* STATS
  - \* this command returns your number of followers, how many people you're following, and your bio information.
- \* INVITE phone number
  - \* will send an SMS invite to a friend's mobile phone.
  - \* Example: Invite 415 555 1212



# Edmodo.com

- \* Education alternative to Twitter
- \* Private micro-blogging platform for teachers and students
  - \* Teachers create groups; assign a code
  - \* Students sign-up, no email address, and join group using code
- \* Allows for notes, links, files, alerts, assignments, and events

# Sample Evaluation Criteria

- \* Efficiency
- \* Usability
- \* Documentation
- \* OS (plugin) requirements
- \* Vendor
- \* Cost



# Evaluation Instrument Guidelines

- \* Purpose is to develop an instrument that can be used by you OR someone else to evaluate potential technology adoption
- \* To be used by someone else, the instrument must include clear instructions
- \* To be effective the instrument must include a method of weighting the various criteria and arriving at a final score or recommendation

# Software Evaluation Deliverable

- Software Evaluation Instrument
  - Identify at least seven criteria upon which software items should be evaluated to determine their suitability for academic or administrative use.
  - Develop an evaluation instrument, including the criteria you have identified as critical to the decision making process.
  - Include a key and instructions that will make the instrument useable by persons other than you.



# Wrap-up

- \* Slides are available at:  
<http://www.slideshare.net/timboileau/it-7240-unit-2b>
- \* Unit 3
  - \* Social Learning
  - \* Podcasting
  - \* Blogs
  - \* Wikis
  - \* Blackboard